

Subject: Re: SPBID Board Packet - 6/22
From: Ellen Riotto <ellen@southpark.la>
Date: 06/20/2017 03:02 PM
To: Terry Rubinroit <rubinroit@aol.com>
CC: Robin Bieker <robin@biekerco.com>, Bob Buente <bbuente@1010dev.org>, Shelby Jordan <sjordan@aegworldwide.com>, Martha Saucedo <msaucedo@aegworldwide.com>, Daniel Taban <daniel@jadeent.com>, "Terri Toennies" <terri@laautoshow.com>, Nate Nusbaum <Nate.Nusbaum@DignityHealth.org>, Richard Wu <richard@grandlofts.com>, "James Pugh" <JPugh@sheppardmullin.com>, Channing Elise Henry <channing@almadevelopment.com>, Paul Keller <pkeller@mackurban.com>, "Mark Wareham" <mwareham@mackurban.com>, Faye Washington <faye.washington@ywcagla.org>, Ann Hickambottom <ann.hickambottom@ywcagla.org>

All great questions, Terry, and I think it's best to address them before Thursday's meeting.

Yes, DCBID is still contributing \$20k, in addition to a lot of internal resources and time. Their 3-person marketing team and 2-person economic development team are putting many hours into the planning of this event.

Each property contributed \$10k to the event. On top of that, there are two different types of sponsorships that we're looking to secure: vendor sponsors, and arts + entertainment sponsors. To date, we've secured 11 vendors (food, beverage, music, activations), and still have 20+ pending decisions. For the property activations (ie. Arts + Entertainment), we're talking to Brookfield and AEG about co-sponsoring. We're hoping to lock those in ASAP. On Thursday we can share a more in-depth analysis of our sponsorship goals/progress.

Most attendees will register online – the site should be live by early next week. We can present wireframes of it on Thursday.

While I have you, I want to let you know that we have seats to a couple of events coming up:

* Kid City's Ultreya <http://www.urbanfoundation.org/ultreya_2017> , which is honoring 1010 Development Corp and our very own Bob Buente! – 6/25, 3pm

* VIP/Media hour at the OLIVE DTLA AiR Show & Group Art Event <<http://olivedtlaair.com/>> on Thursday, June 22 from 6p - 7p. Meet and greet with four featured artists, each a finalist in the OLIVE Artist-in-Residence program, plus street tacos and dirty martinis.

Please let me know by EOD tomorrow if you are interested in attending either of these so I can give the organizers a final headcount.

Thanks again for the thoughtful questions. Happy to answer others before Thursday as needed/desired!

Best,

Ellen

From: Terry Rubinroit <rubinroit@aol.com>
Date: Monday, June 19, 2017 at 8:09 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Robin Bieker <robin@biekerco.com>, Bob Buente <bbuente@1010dev.org>, Shelby Jordan <sjordan@aegworldwide.com>, Martha Saucedo <msaucedo@aegworldwide.com>, Daniel Taban <daniel@jadeent.com>, Terri Toennies <terri@laautoshow.com>, Nate Nusbaum <Nate.Nusbaum@DignityHealth.org>, Richard Wu <richard@grandlofts.com>, James Pugh <JPugh@sheppardmullin.com>, Channing Elise Henry <channing@almadevelopment.com>, Paul Keller <pkeller@mackurban.com>, Mark Wareham <mwareham@mackurban.com>, Faye Washington <faye.washington@ywcagla.org>, Ann Hickambottom <ann.hickambottom@ywcagla.org>
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Is DCBID still putting in \$20,000?

Have any sponsors been secured? If not, do you think you can do it in the short time remaining?

Have you seen anything yet on how attendee registration will be handled by DCBID? With so many (very cool) events going on we want to be sure it is clear how and when to attend each one.

These answers can wait until the meeting on Thursday if you would prefer to discuss them in open forum.

Thank you,

Terry Rubinroit
213-493-4531 downtown
310-430-9207 cell

On Jun 19, 2017, at 4:44 PM, Ellen Riotto <ellen@southpark.la> <<mailto:ellen@southpark.la>> > wrote:

All,

In preparation for this Thursday's board meeting, please find attached your packets. A note about agenda item #5, Downtown Open House: when I first emailed the Board about South Park's collaboration with DCBID on this event, our contribution of \$5000 assumed that both BIDs would be able to secure 5 properties within their respective districts to participate. The final group of participating properties includes 4 properties in South Park BID, and 1 property in Downtown Center BID. This new development has caused us to reconsider budget contributions. As a reminder, DCBID is handling all of the logistics for this event, including the creation of a website with attendee registration, coordination and planning of all property-activations, and marketing. The action item on the agenda is a vote about whether to increase South Park's contribution to a total of \$10,000. I'm attaching the deck as well as a budget breakdown for your consideration.

I recommend that we increase our contribution. We have the budget for it, and the majority of the properties are in our district, which means that most of the direct and indirect benefits of this event will come back to South Park. Additionally, we would not be able to put an event like this on without the enormous lift that DCBID is contributing.

Please let me know if there are any questions. Looking forward to seeing you all on Thursday.

Best,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

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